

**COMMUNITY INTEREST AND ENGAGEMENT WITH
SCIENCE AND TECHNOLOGY IN VICTORIA 2011**

Report prepared by Sweeney Research



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Department of Business and Innovation
Science and Innovation Outreach
February 2012
Melbourne Victoria

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ISBN: **978-1-921572-20-3**

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www.business.vic.gov.au/communityresearch

To access the raw data as an SPSS dataset or through the interactive data tool,
<http://science.sweeneyonline.com.au>

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1 Appendix 3: Fieldwork Materials

DBI – Science and Technology CATI Questionnaire

INTRODUCTION

Good morning/afternoon/evening. My name is (... ..) from Sweeney Research. We are conducting a survey for the Department of Business and Innovation about science and technology

The survey will take about 20 minutes and is completely confidential and anonymous – would you be able to help us now?

If not now, arrange call back or thank and close.

This call may be monitored for quality control purposes.

Today we are talking to people about developments, ideas and activities that impact our lives. The survey will only take 20 minutes and of course all your answers will be kept confidential. It's only your opinions we are after, and there will be no sales follow up as a result of this call.

Be assured that the opinions and information you provide will be used only for research purposes. While we'd prefer that you answered all the questions, if there is anything that you'd prefer not to answer, that's fine, just let me know.

Q. Is now a convenient time or would it be more convenient if I make an appointment to speak to you at another time.	Continue	1
	Make appointment	2
	Refused	3
Q. My supervisor may monitor this interview for quality control purposes. If you do not wish this to occur, please let me know.	Okay to monitor	1
	Not okay to monitor	2

SECTION 1: SCREENER

Q1. Do you, or does anyone in your household, work in these industries? READ OUT. SINGLE RESPONSE.	Market Research	Thank and End	1
	Advertising	Thank and End	2
	Journalism or public relations	Thank and End	3
	None of these	Continue	4
	Don't know/refused	Thank and End	5

Q2. Which one of the following age groups do you belong to? READ OUT – SINGLE RESPONSE	Under 18	Terminate	1
	18-24	Check Quotas	2
	25-34	Check Quotas	3
	35-44	Check Quotas	4
	45-54	Check Quotas	5
	55-64	Check Quotas	6
	65+	Check Quotas	7
Q3. Where are you located? RECORD LOCATION.	Melbourne inner suburbs	Check Quotas	1
	Melbourne outer suburbs	Check Quotas	2
	Regional Victoria	Check Quotas	3
	Rural Victoria	Check Quotas	4
Q4. Are you...? RECORD GENDER.	Male	Check Quotas	1
	Female	Check Quotas	2

SECTION 2: AWARENESS AND UNDERSTANDING

For this discussion when you think about science please take it to include chemistry, physics, astronomy, biology, computer science, maths, medicine, geology, and engineering.

Q5a. Firstly, can you please tell me how interested you are in science? READ CODES 1-5. SINGLE RESPONSE.	Very interested	Continue	1
	Quite interested	Continue	2
	Neither interested nor disinterested	Skip to Q5c	3
	Not very interested	Skip to Q5c	4
	Not interested at all	Skip to Q5c	5
	Don't know	Skip to Q5c	6
Q5b. So why are you interested in science? SKIP TO Q5d AFTER COMPLETE	Open Ended Probe Fully		
Q5c. Why aren't you more interested in science?	Open Ended Probe Fully		
Q5d. Which of these statements do you most agree with? READ CODES 1-3. SINGLE RESPONSE.	I see and hear too much information about science		1
	I see and hear about the right amount of information about science		2
	I see and hear too little information about science		3
	Don't know		4
Q5e. How well informed do you feel you are about science? READ CODES 1-4. SINGLE RESPONSE.	Very well informed		1
	Fairly well informed		2
	Not very well informed		3
	Not at all informed		4
	Don't know		5

Technology is the practical application of science. Technologies include electricity, antibiotics, sewerage treatment, iPods, contact lenses, artificial hips and weather forecasting just to name a few.

Q6a. How interested are you in technology? READ CODES 1-5. SINGLE RESPONSE.	Very interested	1
	Quite interested	2
	Neither interested nor disinterested	3
	Not very interested	4
	Not interested at all	5
	Don't know	6

Q6c. How well informed do you feel about technology? READ CODES 1-4. SINGLE RESPONSE.	Very well informed	1
	Fairly well informed	2
	Not very well informed	3
	Not at all informed	4
	Don't know	5

Q7. I am now going to read you some statements other people have made about science and technology and, for each one, please tell me whether you agree or disagree with the statement, and whether you agree or disagree strongly or mildly.
READ OUT EACH STATEMENT – SINGLE RESPONSE.

RANDOMISE ORDER	Strongly Agree	Tend to Agree	Neither/ nor	Tend to Disagree	Strongly disagree	Not sure/No opinion
1. I find it hard to understand science	1	2	3	4	5	6
2. <u>Science and technology</u> are improving society	1	2	3	4	5	6
4. Science is out of control	1	2	3	4	5	6
5. Technology is out of control	1	2	3	4	5	6
6. I find it difficult to understand technology	1	2	3	4	5	6
7. Australia is a world leader in science and technology	1	2	3	4	5	6
9. I feel I get enough information about science through the media	1	2	3	4	5	6
10. I don't feel I get enough information about technology through the media	1	2	3	4	5	6
14. It is important for the wider community to be aware of what's happening in science and technology	1	2	3	4	5	6
21. I don't really care how things work as long as they do	1	2	3	4	5	6
23. I was interested in science when I was a teenager	1	2	3	4	5	6
25. Science causes more problems than it solves	1	2	3	4	5	6
27. I want to be involved in decisions about scientific and technological developments	1	2	3	4	5	6
29. It is important that the community should be consulted about advances in science and technology	1	2	3	4	5	6

Q7. (cont.)	Strongly Agree	Tend to Agree	Neither/nor	Tend to Disagree	Strongly disagree	Not sure/No opinion
30. The government needs to keep a close eye on <u>science and technology</u>	1	2	3	4	5	6
31. Scientists over promote their findings to further their own personal causes	1	2	3	4	5	6
34. The government is the best body to regulate science and technology	1	2	3	4	5	6
35. It is important to control the development of <u>science and technology</u>	1	2	3	4	5	6
38. Scientists place truth before profits	1	2	3	4	5	6
39. Scientists are trustworthy	1	2	3	4	5	6
42. The Government doesn't listen to community views about the development of science and technology	1	2	3	4	5	6
43. If I had more time, I would like to look up more information about science and technology	1	2	3	4	5	6
45. The information I hear about science in the media is generally true	1	2	3	4	5	6
46. Government funding for science should be cut because the money can be better spent elsewhere	1	2	3	4	5	6
47. Scientific research makes a direct contribution to economic growth in Victoria	1	2	3	4	5	6
49. It is up to individuals to decide whether they want to take advantage of <u>science and technology</u> not up to society to decide for them	1	2	3	4	5	6
50. Scientists should put ethics before advancement	1	2	3	4	5	6
51. Science should never come before morality	1	2	3	4	5	6
52. Studying science won't necessarily get you a good job	1	2	3	4	5	6
53. Science prepares the younger generations to act as well-informed citizens	1	2	3	4	5	6
54. Government investment in science will result in more productive industries.	1	2	3	4	5	6
55. Science and technology help Victorian businesses respond to changes in their environment.	1	2	3	4	5	6
56. Advances in science and technology result in beneficial new products, services and ways of doing things.	1	2	3	4	5	6
57. It is important for Government to invest in science and technology so we are better able to respond to natural disasters.	1	2	3	4	5	6
58. Quicker adoption of new technologies will grow the Victorian economy.	1	2	3	4	5	6

SECTION 3: ATTITUDES TOWARDS SCIENCE AND TECHNOLOGY

<p>Q8. Generally speaking, how do you feel about the rate at which science is progressing? READ CODES 1-5. SINGLE RESPONSE.</p>	Science is progressing far too slowly	1
	Science is progressing a little too slowly	2
	Science is progressing at the right speed	3
	Science is progressing a little too quickly	4
	Science is progressing far too quickly	5
	Don't know	6

<p>Q9. How well informed do you feel the way science is regulated? READ CODES 1-4. SINGLE RESPONSE.</p>	Very well informed	1
	Fairly well informed	2
	Not very well informed	3
	Not at all informed	4
	Don't know	5

<p>Q10. Generally speaking, how do you feel about the rate of technological change? READ CODES 1-5. SINGLE RESPONSE.</p>	Technology is progressing far too slowly	1
	Technology is progressing a little too slowly	2
	Technology is progressing at the right speed	3
	Technology is progressing a little too quickly	4
	Technology is progressing far too quickly	5
	Don't know	6

<p>Q11. Which of the following statements would you say best describes how you feel about new technology? READ CODES 1-5. SINGLE RESPONSE.</p>	I love new technologies and gadgets and am usually one of the first to try them	1
	I like new technologies and gadgets but I'm not one of the first to try them out	2
	I don't really care about new technologies and gadgets, but they don't bother me	3
	I dislike new technologies and gadgets, but if they will help me I will use them	4
	I dislike new technologies and gadgets, and avoid them at all costs	5
	Don't know	6

Q15. For each of the following areas, do you feel that overall science is having a significant positive impact, a small positive impact, no impact, a small negative impact or a significant negative impact?
READ OUT. SINGLE RESPONSE. RANDOMISE.

	Significant positive impact	Small positive impact	No impact	Small negative impact	Significant negative impact	Don't know
a. The Environment	1	2	3	4	5	6
b. Entertainment	1	2	3	4	5	6
c. Water	1	2	3	4	5	6
d. Climate Change	1	2	3	4	5	6
e. Health and Medicine	1	2	3	4	5	6
f. Food	1	2	3	4	5	6
g. Communications	1	2	3	4	5	6
h. Workplace	1	2	3	4	5	6
i. Homeland security/terrorism	1	2	3	4	5	6

SECTION 4: SOURCES OF INFORMATION

Q16. Do you actively search for information about science and/or technology? DO NOT READ OUT. SINGLE RESPONSE	Yes	Continue	1
	No	Go to Q18b	2
	Don't know	Go to Q18b	3

Q17. How often do you search for information about science and/or technology? DO NOT READ OUT. SINGLE RESPONSE.	Daily	Continue	1
	Weekly or more often	Continue	2
	Fortnightly	Continue	3
	Monthly	Continue	4
	Every 2-3 months	Continue	5
	Every 6 months	Continue	6
	Less often	Continue	7
	Never	Go to Q21	8
	Don't know	Go to Q21	9

Q18a We are now interested in why you do actively search for information about science and/or technology. As I read out the following list, please indicate by saying YES or NO whether the reason explains why YOU actively search for information about science and/or technology:
READ OUT
SKIP TO Q19 AFTER COMPLETE

	Yes – For Work/ Study Purposes	Yes – Outside of work	No
a. I am curious about science and technology in general	1	2	3
b. I am interested in specific areas of science	1	2	3
c. I only search for information about science and technology when I need some specific information, such as when I want to purchase something, or solve a problem, or find out about a health issue	1	2	3
d. I am keen to keep up to date with the science behind important public debates or issues	1	2	3
e. I'm curious about something I saw or read	1	2	3
f. I wanted to be able to discuss something and needed some background information	1	2	3
g. Another reason not mentioned here (specify)	1	2	3

Q18b We are now interested in why you don't actively search for information about science and/or technology. As I read out the following list, please indicate by saying YES or NO whether the reason explains why YOU don't actively search for information about science and/or technology:

READ OUT

SKIP TO Q20 AFTER COMPLETE

	Yes	No
a. I am not really interested in science or technology	1	2
b. I don't understand the way that scientific or technological information is presented	1	2
c. I don't have the time to spend searching for this type of information	1	2
d. I don't know where to search for this type of information	1	2
e. I mostly use the internet to search for other types of information	1	2
f. I only search for information about science and technology when I need some specific personal information, such as when I want to purchase something, or solve a problem, or find out about a health issue	1	2
g. I am exposed to enough information about science and technology without trying to search for it	1	2
h. I find it hard to know whether science and technology information is true or not	1	2
i. Another reason not mentioned here (specify)	1	2

Q19. When you have actively searched for information about science and technology, where do you normally look first? Where else do you look? **RECORD FIRST MENTION AND OTHERS. DO NOT READ OUT. IF 'INTERNET' MENTIONED, ASK WHICH WEBSITES. EG., ACADEMIC WEBSITES, WIKIPEDIA, ETC**

	First Mention	Other Mention
a. Blogs written by scientists or science commentators	1	1
b. Twitter	2	2
c. Facebook	3	3
d. Academic websites eg: universities or journals	4	4
e. Google / Other search engines	5	5
f. Wikipedia	6	6
g. Popular science magazines like science mag or new scientist etc	7	7
h. Popular science websites like ABC science, science mag or new scientist	8	8
i. General news websites	9	9
j. Newspapers	10	10
k. General/popular books	11	11
l. Text books	12	12
m. Academic journals	13	13
n. General magazines	14	14
o. Friends and colleagues	15	15
p. Videos/DVDs	16	16
q. TV programs	17	17
r. Other (please specify)	18	18

<p>Q20. When you have looked for information about science and technology in the past, have you generally been able to find what you were looking for? READ CODES 1-3. SINGLE RESPONSE.</p>	Yes, and it tends to be easy to understand	1
	Yes, but it is often difficult to understand	2
	No, I often can't find what I am looking for	3
	Don't know	4

<p>Q21. Where do you usually come across information or news about <u>science and technology</u> when you are not actively looking for it? DO NOT READ OUT. MULTIPLE RESPONSE.</p>	TV	1
	Radio	2
	Magazines	3
	Newspapers	4
	Internet	5
	School/TAFE/university	6
	Other people (colleagues, family, friends)	7
	Other Please specify	8
	Don't know	9

<p>Q22. Who are the best qualified people and organisations to explain the impact of scientific and technological advance to the public? PROBE FULLY. RECORD VERBATIM</p>

<p>Q23. How much trust do you have in the <u>science and technology</u> information provided by the following groups? Please tell me whether you have a great deal of trust, a moderate level of trust, a small amount of trust or no trust whatsoever. Firstly..? READ OUT. ROTATE ORDER</p>					
	A great deal of trust	A moderate level of trust	A small amount of trust	No trust whatsoever	Don't know
1. The State Government	1	2	3	4	5
2. Environmental groups	1	2	3	4	5
3. CSIRO	1	2	3	4	5
4. Scientists working for private companies	1	2	3	4	5
5. Hospitals	1	2	3	4	5
6. Non-commercial media (ABS, SBS, ABC radio)	1	2	3	4	5
7. Religious groups	1	2	3	4	5
8. The Federal Government	1	2	3	4	5
9. Commercial media, including newspapers?	1	2	3	4	5
10. Science and medicine commentators such as Dr Karl Kruszelnicki (pronounced Krewjoolniski) and Dr Peter Larkins or the Bondi Vet	1	2	3	4	5
11. Well known scientists such as Australians of the Year, Tim Flannery, Ian Frazer and Fiona Wood	1	2	3	4	5
12. Scientists working for universities or research institutes	1	2	3	4	5

<p>Q25. How much influence, if any, do you think you personally should have on policy making about scientific issues that are important to you? SINGLE RESPONSE. READ OUT.</p>	A great deal	1
	A fair amount	2
	Not very much	3
	None at all	4
	Not sure/no opinion Do not read out	5

I've now got a few questions about how you like to spend your leisure time.

Q27. How often do you do each of these: daily, weekly or more, fortnightly, monthly, every 2-3 months, every six months, less often or never. Firstly..? READ OUT. SINGLE RESPONSE.									
	Daily	Weekly or more	Fort-nightly	Monthly	Every 2-3 months	Every 6 months	Less often	Never	Don't know
1. The library	1	2	3	4	5	6	7	8	9
2. Cafés/restaurants	1	2	3	4	5	6	7	8	9
3. Galleries/art shows	1	2	3	4	5	6	7	8	9
4. Museums or science museums	1	2	3	4	5	6	7	8	9
5. Theatre/opera/ballet	1	2	3	4	5	6	7	8	9
6. A movie	1	2	3	4	5	6	7	8	9
7. Zoo/botanical gardens	1	2	3	4	5	6	7	8	9
8. Community festivals/markets	1	2	3	4	5	6	7	8	9
9. Hiking/camping/bushwalking	1	2	3	4	5	6	7	8	9
10. Expos	1	2	3	4	5	6	7	8	9
11. Sporting events (eg: football, cricket, soccer, horse racing)	1	2	3	4	5	6	7	8	9
12. Pubs/hotels/bars	1	2	3	4	5	6	7	8	9
13. Watch documentaries	1	2	3	4	5	6	7	8	9
14. Read about science	1	2	3	4	5	6	7	8	9
15. Access the internet on a computer	1	2	3	4	5	6	7	8	9
16. Access the internet on a mobile device	1	2	3	4	5	6	7	8	9
17. A public meeting, debate or lecture on a science-related subject	1	2	3	4	5	6	7	8	9
18. A science related public activity, eg science week event or activity at a festival, farmers market or school	1	2	3	4	5	6	7	8	9

SECTION 5: CLASSIFICATION

<p>Q29. And finally, just a couple of more questions about you so that we can understand how different people have answered these questions. As this is market research, it is carried out in compliance with the Privacy Act and the information you provide will be used only for research purposes. Which of the following best describes your household? READ OUT CODES 1 TO 6.</p>	Only young single people (no children)	1
	A young couple without children	2
	A family where most children are under 13 years	3
	A family where most children are 13 years or older	4
	A mature couple with no/independent/children left home	5
	A mature single with no/independent/children left home	6
	None of these describe my situation Please specify	7

<p>Q30. Which of the following best describes your work situation? SINGLE RESPONSE.</p>	Work full time	1
	Work part time/casual	2
	Self-employed	3
	Retired	4
	Unemployed	5
	Home duties	6
	Student	7
	Volunteer	8
	Other	9

<p>Q37 Do you own or have easy access to the following: READ OUT</p>		
	Yes	No
a. Internet at home	1	2
b. Digital television	1	2
c. Internet on your mobile phone	1	2

<p>Q31c. In what country did you mostly grow up (i.e. that is where you spent most of your childhood and teen years?)</p>	
	Q31c.
Australia	1
New Zealand	2
European country	3
Asian country	4
African country	5
North America	6
South America	7
Other	8

<p>Q32. And what is the approximate pre-tax income of your entire household per year? READ OUT. SINGLE RESPONSE.</p>	Less than \$20,000	1
	\$20,001 to \$39,999	2
	\$40,000 to \$74,999	3
	\$75,000 to \$99,999	4
	\$100,000 plus	5
	Don't know Do not read out	6
	Refused Do not read out	7

<p>Q33. Which statement best describes your level of education in science? READ OUT. SINGLE RESPONSE.</p>	I have never studied science before	1
	I have only studied science at primary school	2
	I studied compulsory/general science subjects in high school	3
	I studied elective/specific science subjects in high school	4
	I studied science after high school at TAFE or university	5
	Don't know	6

<p>Q34. Do you currently work in the science industry? READ OUT. SINGLE RESPONSE.</p>	Yes, I currently work in the science industry	1
	No, but I used to work in the science industry	2
	No, I have never worked in the science industry	3
	Don't know	4

<p>Q35. Which of the following levels of education is the highest you have completed? READ OUT.</p>	Year 10 at secondary school or less	1
	Year 11 at secondary school	2
	Year 12 at secondary school (Higher School Certificate)	3
	TAFE degree/certificate	4
	A university degree	5
	Post graduate degree	6
	Other Please specify	7

Q36. What is your Postcode?	<input type="text"/>
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